

## ORDER



KLAS

Orders	Order / Rev:	36773	Primary AE:	Mike Jones
	Alt Order #:	08833037	Sales Office:	K-WAS
	Product Desc:	DSCC IE	Sales Region:	National
	Estimate:	1407		
	Flight Dates:	10/09/12 - 11/06/12		
	Original Date / Rev:	07/26/12 / 10/10/12		
	Order Type:	GENERAL		

Agency	Name:	Great American Media	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:		Billing Cycle:	EOM/EOC
		1010 Wisconsin Avenue NW	Agency Commission:	15%
		Washington, DC 20007		

Advertiser	Name:	DSCC	New Business Thru:	
	Demographic:	A35+	Order Separation:	00:10:00
	Product Codes:	PO4	Advertiser External ID:	
	Priority:	LV2	Agency External ID:	
	Revenue Codes:	AGY, POL, ISS		

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/28/12	170	\$252,350.00	\$214,497.50	October 2012	170	\$252,350.00	\$214,497.50	0.00
10/29/12	11/06/12	83	\$188,050.00	\$159,842.50	November 2012	83	\$188,050.00	\$159,842.50	0.00
					Totals	253	\$440,400.00	\$374,340.00	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Mike Jones	Start Of Order - End Of Order	100%
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## Order Share

	Share	Total
KLAS	30%	\$440,400.00

Market	100%	\$1,468,000.00
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## Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$367,000.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$73,400.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/09/12	11/02/12	8 News Now 5a M-F	CM	5-6a	-TWTF--	:30	2	\$1,000.00	LV1	0.00	NM	8	\$8,000.00

8 NEWS NOW @ 5A

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 10/08/12	10/14/12	-TWTF--	2	\$1,000.00	0.00
Week: 10/15/12	10/21/12	-TWTF--	2	\$1,000.00	0.00

Page 2 of 8

Order / Rev: 36773  
Alt Order #: 08833037  
Flight Dates: 10/09/12 - 11/06/12

Advertiser: DSCC  
Product Desc: DSCC IE  
Estimate: 1407

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E 26	8	10/09/12	11/02/12	1230-2p Soaps/ LMAD	CM	1230-2p	-TWTF--	:30	1	\$900.00	LV2	0.00	NM	4	\$3,600.00																														
Soaps / Let's Make A Deal (1:00 PM-2:00 PM)																																													
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E 27	8	10/09/12	11/02/12	The Talk 2-3P	CM	2-3p	-TWTF--	:30	2	\$900.00	LV2	0.00	NM	8	\$7,200.00																														
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E 32	8	10/09/12	11/02/12	8 News Now 5-630p M-FCM	CM	5-630p	-TWTF--	:30	5	\$1,500.00	LV2	0.00	NM	20	\$30,000.00																														
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E 34	8	10/09/12	11/02/12	630-7p Inside Edition	CM	630-7p	-TWTF--	:30	3	\$1,300.00	LV2	0.00	NM	12	\$15,600.00																														
Inside Edition																																													

INSIDE EDITION



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E 42	8	10/30/12	10/30/12	Tue 10-11p Vegas	CM	10-11p	-T-----	:30	1	\$8,500.00	LV1	0.00	NM	1	\$8,500.00
<b>VEGAS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
Week: 10/29/12 11/04/12 -T----- 1 \$8,500.00 0.00															
E 43	8	10/24/12	10/31/12	Wed 8-9p Survivor: Philippines	CM	8-9p	--W----	:30	1	\$12,000.00	LV1	0.00	NM	2	\$24,000.00
<b>SURVIVOR</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
Week: 10/22/12 10/28/12 --W---- 1 \$12,000.00 0.00															
Week: 10/29/12 11/04/12 --W---- 1 \$12,000.00 0.00															
E 44	8	10/11/12	10/25/12	Thu 10-11p Elementary	CM	10-11p	---T---	:30	1	\$8,500.00	LV2	0.00	NM	1	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
Week: 10/08/12 10/14/12 ---T--- 1 \$8,500.00 0.00															
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1		8 10/08/12-10/14/12	Thu 10-11p		10-11p		---Th---	:30	(\$8,500.00)	0.00	NM				
<i>Credited [program change]</i>															
Week: 10/15/12 10/21/12 ----- 0 \$0.00 0.00															
Week: 10/22/12 10/28/12 ---T--- 1 \$8,500.00 0.00															
E 45	8	11/02/12	11/02/12	Fri 10-11p Blue Bloods	CM	10-11p	----F--	:30	1	\$12,000.00	LV1	0.00	NM	1	\$12,000.00
<b>BLUE BLOODS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
Week: 10/29/12 11/04/12 ----F-- 1 \$12,000.00 0.00															
E 46	8	11/04/12	11/04/12	Sun 9-10p The Good Wife	CM	9-10p	-----S	:30	1	\$9,500.00	LV1	0.00	NM	1	\$9,500.00
<b>THE GOOD WIFE</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
Week: 10/29/12 11/04/12 -----S 1 \$9,500.00 0.00															
E 47	8	10/28/12	10/28/12	Sun 10-11p The Mentalist	CM	10-11p	-----S	:30	1	\$12,000.00	LV1	0.00	NM	1	\$12,000.00
<b>THE MENTALIST</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
Week: 10/22/12 10/28/12 -----S 1 \$12,000.00 0.00															
E 48	8	10/09/12	11/02/12	8 News Now 11p M-F	CM	11-1135p	-TWTF--	:30	3	\$2,200.00	LV1	0.00	NM	12	\$26,400.00
8 News Now 11p M-F															
<b>8 NEWS NOW @ 11P</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
Week: 10/08/12 10/14/12 -TWTF-- 3 \$2,200.00 0.00															
Week: 10/15/12 10/21/12 -TWTF-- 3 \$2,200.00 0.00															
Week: 10/22/12 10/28/12 -TWTF-- 3 \$2,200.00 0.00															
Week: 10/29/12 11/04/12 -TWTF-- 3 \$2,200.00 0.00															
E 49	8	10/15/12	11/05/12	8 News Now 11p M-F	CM	11-1135p	M-----	:30	1	\$2,200.00	LV1	0.00	NM	4	\$8,800.00
8 News Now 11p M-F															
<b>8 NEWS NOW @ 11P</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
Week: 10/15/12 10/21/12 M----- 1 \$2,200.00 0.00															
Week: 10/22/12 10/28/12 M----- 1 \$2,200.00 0.00															
Week: 10/29/12 11/04/12 M----- 1 \$2,200.00 0.00															
E 50	8	10/13/12	11/04/12	8 News Now 11p Sa/SuCM		11-1135P	-----SS	:30	1	\$1,100.00	LV2	0.00	NM	4	\$4,400.00
8 News Now Sa/Su 11p															
<b>8 NEWS NOW @ 11P</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
Week: 10/08/12 10/14/12 -----SS 1 \$1,100.00 0.00															
Week: 10/15/12 10/21/12 -----SS 1 \$1,100.00 0.00															
Week: 10/22/12 10/28/12 -----SS 1 \$1,100.00 0.00															
Week: 10/29/12 11/04/12 -----SS 1 \$1,100.00 0.00															
E 51	8	10/09/12	11/02/12	Letterman Letterman	CM	1135p-1237a	-TWTF--	:30	2	\$850.00	LV2	0.00	NM	8	\$6,800.00

Order / Rev: 36773  
 Alt Order #: 08833037  
 Flight Dates: 10/09/12 - 11/06/12

Advertiser: DSCC  
 Product Desc: DSCC IE  
 Estimate: 1407

KLAS

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
<b>LETTERMAN</b>																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/08/12	10/14/12	-TWTF--	2	\$850.00	0.00												
Week: 10/15/12	10/21/12	-TWTF--	2	\$850.00	0.00												
Week: 10/22/12	10/28/12	-TWTF--	2	\$850.00	0.00												
Week: 10/29/12	11/04/12	-TWTF--	2	\$850.00	0.00												
<b>E 52</b>	<b>8</b>	<b>10/15/12</b>	<b>11/05/12</b>	<b>Letterman</b>		<b>CM</b>	<b>1135p-1237a</b>		<b>M-----</b>	<b>:30</b>	<b>1</b>	<b>\$850.00</b>	<b>LV2</b>	<b>0.00</b>	<b>NM</b>	<b>4</b>	<b>\$3,400.00</b>
<b>LETTERMAN</b>																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/15/12	10/21/12	M-----	1	\$850.00	0.00												
Week: 10/22/12	10/28/12	M-----	1	\$850.00	0.00												
Week: 10/29/12	11/04/12	M-----	1	\$850.00	0.00												
Week: 11/05/12	11/11/12	M-----	1	\$850.00	0.00												
<b>E 53</b>	<b>8</b>	<b>10/09/12</b>	<b>11/02/12</b>	<b>Craig Ferguson</b>		<b>CM</b>	<b>1237a-137a</b>		<b>-TWTF--</b>	<b>:30</b>	<b>2</b>	<b>\$450.00</b>	<b>LV1</b>	<b>0.00</b>	<b>NM</b>	<b>8</b>	<b>\$3,600.00</b>
<b>LATE LATE SHOW</b>																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/08/12	10/14/12	-TWTF--	2	\$450.00	0.00												
Week: 10/15/12	10/21/12	-TWTF--	2	\$450.00	0.00												
Week: 10/22/12	10/28/12	-TWTF--	2	\$450.00	0.00												
Week: 10/29/12	11/04/12	-TWTF--	2	\$450.00	0.00												
<b>E 54</b>	<b>8</b>	<b>10/15/12</b>	<b>11/05/12</b>	<b>Craig Ferguson</b>		<b>CM</b>	<b>1237a-137a</b>		<b>M-----</b>	<b>:30</b>	<b>1</b>	<b>\$450.00</b>	<b>LV1</b>	<b>0.00</b>	<b>NM</b>	<b>4</b>	<b>\$1,800.00</b>
<b>LATE LATE SHOW</b>																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/15/12	10/21/12	M-----	1	\$450.00	0.00												
Week: 10/22/12	10/28/12	M-----	1	\$450.00	0.00												
Week: 10/29/12	11/04/12	M-----	1	\$450.00	0.00												
Week: 11/05/12	11/11/12	M-----	1	\$450.00	0.00												
<b>E 55</b>	<b>8</b>	<b>10/20/12</b>	<b>10/27/12</b>	<b>Sat 1135p-1235a Priv Pr@M</b>		<b>1135p-1235a</b>		<b>-----S-</b>	<b>:30</b>	<b>1</b>	<b>\$350.00</b>	<b>LV1</b>	<b>0.00</b>	<b>NM</b>	<b>2</b>	<b>\$700.00</b>	
<b>PRIVATE PRACTICE</b>																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/15/12	10/21/12	-----S-	1	\$350.00	0.00												
Week: 10/22/12	10/28/12	-----S-	1	\$350.00	0.00												
<b>N 56</b>	<b>8</b>	<b>10/11/12</b>	<b>10/11/12</b>	<b>Thu 10-11p</b>		<b>CM</b>	<b>10-11p</b>	<b>---T---</b>	<b>:30</b>	<b>1</b>	<b>\$8,500.00</b>	<b>LV1</b>	<b>0.00</b>	<b>NM</b>	<b>1</b>	<b>\$8,500.00</b>	
<b>Person Of Interest</b>																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/08/12	10/14/12	---T---	1	\$8,500.00	0.00												

Totals

253 \$440,400.00